

Success in Facebook Recruitment



Communications
Innovation Award
Rapid Fire Presentation

City of Edmonton

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Population: 817,498

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Case Study Summary

It is not the number of people who use social media every day that led us to create “City of Edmonton Jobs” page on Facebook, rather it is our sincere desire to help citizens navigate through our recruitment process with ease that motivated us to create a specific job-search page on Facebook in November, 2012 (<https://www.facebook.com/CityofEdmontonJobs>).

Following the launch of our Facebook page, we began to host job-search webinars on topics such as resume writing, our job interview process and getting hired through social media. This engaged citizens with information they care about when seeking employment with the City of Edmonton. These webinars are the first of their kind in Canada when it comes to connecting with job seekers via latest technology. Our webinars are free of charge for registrants. Over 900 people registered for our “Getting Hired Through Social Media” webinar and over 500 people tuned in live. We recorded all our webinars and they are now accessible through our career site. These recorded webinars help us improve the quality of job applications every single day as citizens listen to these webinars before putting in their applications online.

We also host weekly live “Ask A Recruiter” sessions every Wednesday at 11:30 am on our “City of Edmonton Jobs” page on Facebook. These sessions help bring transparency into our recruitment process as citizens have direct access to our recruiters through these sessions. Our recruiters diligently answer any recruitment-related questions citizens have regarding their job applications at the City of Edmonton. Our Ask A Recruiter session on Facebook is also the first of its kind in Canada through which we are engaging our citizens in a meaningful way every single week.

Our motto for City of Edmonton Jobs page on Facebook is “Making a difference in the lives of our citizens who seek employment at the City of Edmonton.” To help achieve this lofty goal, we provide job seekers with an opportunity to win a one-on-one coaching session with a City of Edmonton recruiter every month through Facebook. Through these monthly coaching sessions, our potential job seekers get personalized advice from our recruiters. This particular initiative is also the first of its kind in Canada. The following is what one job-seeker had to say about the coaching session he won through Facebook:

I am grateful to City of Edmonton for this great opportunity. I really enjoyed the 1-on-1 session with the recruiter; it was very good and helpful! The recruiter was friendly, informative and went

the extra mile to help me. My questions were answered, and now I have a better understanding of what I need to do to increase my chances of landing a job with the City. Congratulations for being #1 employer taking this innovative approach to connect with job seekers. Keep up the good work!!

- Abdou Lo

We truly believe no innovation is worth sharing if not coupled with measurable outcomes. Here are our results with the City of Edmonton Jobs page on Facebook thus far.

Number of citizens who liked our page as of July 31, 2013	16,327
Number of applicant traffic from Facebook to career site every month	1,773
Number of job applications received from Facebook & LinkedIn in May, 2013	538

Facebook is used by over 9 million Canadians every day. Using this tool to build our social employer brand and reach out to citizens who use Facebook every day provides an opportunity to connect with great applicants who might otherwise not know about job opportunities available at the City of Edmonton.

The initial setup of our Facebook Jobs page took two weeks for our in-house project manager. The maintenance cost is \$50/day for Facebook ads to promote the page to citizens living in Edmonton and \$8,000 a year for installing a job board on Facebook so citizens can apply for all our jobs directly from Facebook. We continue to see growth in the number of potential employees who visit our page. On a July 11, 2013 over 410 individuals visited our job board in a 24-hour period. The total number of visits for the month totaled 2,905.

To compare costs with traditional recruiting techniques, reaching 900 people at a career fair would cost an average of \$1,536 per day for four employees. We are able to reach over 900 people at one time using Facebook to promote our job search webinars for about \$97, resulting in a cost savings of \$1,439 for reaching the same number of people.

Our presentation will include visual screen captures showcasing our leading-edge Facebook recruiting initiatives explaining the challenges and successes. We will also provide an overview of how to employ these tactics in other municipalities and give a behind-the-scenes look into how to get an ROI from Facebook recruiting in just 6 months.